CITY OF ST. ALBERT

2012 QUARTERLY REPORT

FIRST QUARTER

stalbert.ca

City of St. Albert Celebrate Life

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ECONOMIC DEVELOPMENT

Build and diversify St. Albert's economy in partnership with the community and key stakeholders.

Economic Development

Develop and Implement an Economic Development Plan

In February, the Mayor announced a 20 Point Economic Development Action Plan to encourage commercial and light industrial growth in St. Albert.

The cornerstone of the plan is the proposed zoning of 260-300 gross ha (642-741 acres) of land as light industrial by mid-2012. The plan also identifies a number of catalyst projects to create the infrastructure required to support significant economic development, such as improving transportation connectivity and upgrading the city's water and sewer infrastructure.

Other initiatives in support of economic development include:

- Development industry consultations to determine views on industrial development in St. Albert. The information gathered will be presented to Council on April 30 to assist Council in making a decision on the location and the amount of land to be zoned light industrial.
- A list of the top 10 potential businesses that the City should pursue.
- Recruitment of the Executive Director, Economic Development.

Enhance Economic Development Opportunities Along St. Albert Trail

Council approved the terms of reference for the Mayor's Task Force – St. Albert Trail Improvement Plan Committee. The committee will provide guidance and recommendations on the following:

- a vision for St. Albert Trail
- a committee of business stakeholders
- a process for community engagement
- potential policy or bylaw updates
- opportunities to incorporate the Botanical Arts brand
- a maintenance plan
- engineering and Community Standards
- impacts on the Capital Plan and Infrastructure

The final report is due to Council in March 2013.

Revitalize the City's Downtown

The City continues to explore potential new developments that will fit with the Downtown Area Redevelopment Plan.

Create an Attractive Investment Environment

Through a collaborative approach with the local chapter of the Greater Edmonton Urban Development Institute, a set of growth principles was developed and approved. These growth principles will be used to review the City's current offsite levy and infrastructure cost sharing/reimbursement models with a view to creating a more attractive environment for businesses.

Consultation is underway with industry stakeholders on development charges including offsite levies and permanent area charges. Additional measures related to incentives for non-residential growth will also be examined.

Promote the City and Attract Businesses, Investment, Residents and Visitors

The City continues to promote St. Albert through the enhancement of the Business Development and Tourism websites (cultivatebusiness.ca and visitstalbert.com) and through the use of social media.

Development of a Community Marketing Plan is on hold until the Executive Director of Economic Development is hired.

Business Licences

Compared to quarter one 2011, the number of resident business licences increased while the number of home-based and non-resident licences decreased in quarter one of 2012. This decrease is partially due to an increase in licence fees and cancellation of licences due to the City not receiving payment for renewal.

The target for 2012: 1,378 resident, 1,028 home-based and 749 non-resident businesses.

Note: Resident businesses are businesses operating from a commercial/ industrial location within St. Albert.

Tourism

Promote Tourist Attractions and Events

To promote tourist attractions and events, ads were placed in the following publications:

- 2012 Travel Alberta Camping and Accommodation Guides
- The Alberta Seniors Directory
- The Gazette – Special Olympics
- The Gazette Directory

The City also sponsored the St. Albert Car Cruisers Club Calendar and Slow Food Edmonton, a non-profit educational organization dedicated to supporting and celebrating the food traditions of Edmonton and Northern Alberta.

Land Use and Infrastructure

Improve Commuting and Transportation Connectivity within the Capital Region

South Park and Ride/Transit Centre

Discussions are underway with the Province regarding consideration of constructing the South Park and Ride within the current boundaries of the Edmonton Transportation Utility Corridor (TUC) lands. A meeting to discuss the disposition of TUC Lands is scheduled to take place in April 2012.

Ray Gibbon Drive Phase 3

Tree clearing and general demolition was completed except where regulatory approval is required. The contract was awarded to Standard General Construction with construction starting as soon as weather permits. The anticipated completion date is November 2012.

Ensure Sufficient Amounts of Land are Available for Non-Residential Growth

Council's direction will be sought on the Future Study Areas Report in April.

Other Items of Importance

New Development Construction Value

Compared to quarter one 2011, the value of residential construction permits increased while the value of non-residential construction permits slightly decreased in quarter one 2012. The increase in residential construction permits is due to two new affordable housing developments (Nevada Place).

COMMUNITY DEVELOPMENT

Strengthen St. Albert's social fabric and improve the safety and health of St. Albert.

Build Our Community

Plan for a Community Gathering Place

A preliminary facility business case for a venue that will serve as a gathering place for residents and provide access to social programming was completed and presented to stakeholders. The capital cost for this facility was estimated and included in the City's 10-Year Capital Plan to be considered during the 2013-2015 business plan and budget deliberations. A search is underway for the estimated 1 ha (2.5 acres) that is required.

Respond to Changing Demographics

In quarter one, consultations on the development of a Social Master Plan were initiated and are scheduled to continue until the end of May. Once completed, the social master plan will provide strategic direction and serve as a framework for social planning, policies, programs and initiatives.

St. Albert's biennial census was also launched in quarter one. The census will provide the City with up-to-date information on St. Albert's population and demographic profile.

Enhance Neighbourhood Development

The City worked in partnership with the Spirit of St. Albert Society (SOSA) to plan and deliver the Family Day Frostival activities in February 2012. The involvement of other community groups meant that the event was able to expand to two days this year, with activities taking place at St. Albert Place, Grosvenor Outdoor Rink and Park, Lacombe Park and Heritage Lakes. Over 6,000 people enjoyed the Family Day Frostival sites and activities.

Recognize the 2012 Winter Special Olympics Legacy

The following initiatives were undertaken to recognize the legacy of the 2012 Winter Special Olympics:

- Research into the public art piece that will become the physical legacy to commemorate the Games.
- Plans for the launch of an employment program that will recognize employers of Persons with Developmental Disabilities (PDD).

Safety and Health

Promote Long-Term Safety in the Community

The City continues to work on a Policing Services Long-Term Department Plan. The plan will establish a policing model for St. Albert and outline a vision and service levels for the next 10-15 years.

Attract Additional Physicians and Medical Services

The City is in discussions with a company looking at opportunities to establish a new medical services building in St. Albert.

Arts, Culture and Heritage

Establish the Long-Term Direction for Culture

In March, Council approved the Culture Master Plan. The plan provides a vision and guidelines for the evolution of culture, arts and heritage in St. Albert over the next 10 to 15 years. The City is preparing an implementation plan and will identify specific activities as part of the 2013-2015 business plan and budget deliberations.

Improve Arts, Culture and Heritage Facilities

In March, Council approved a lease agreement with the Visual Arts Studio Association (VASA) for the Hemingway Centre to be used as an artist run centre, complementing City and community programming.

Community Amenities and Infrastructure

Develop Affordable Housing Options

Nevada Place

The title of 10 Nevada Place was transferred to the St. Albert Housing Society in March 2012 following Council approval in July 2011 for the title transfer from Big Lake Pointe Development (BPD). The land ownership transfer will result in the Society's eventual ownership of 15 housing units in BPD's affordable housing project, providing St. Albert with more affordable housing options.

Establish the Long-Term Direction for Recreation

In February, Council approved the Recreation Master Plan. The plan provides a vision and guidelines for the evolution of recreation in St. Albert over the next 10-15 years. Administration is developing a five-year implementation plan that will be presented during the 2013-2015 business plan and budget deliberations.

Complete Implementation of Dog Parks

Levasseur Dog Park

In March the City received approval from AltaLink to proceed with the dog park with minor modifications to the final design. A development permit and Licence of Occupation will be forwarded to Council for approval by the end of quarter two. Construction is expected to be completed by the end of September.

Lacombe Dog Park

Additional barrier planting, benches and installation of picnic tables will be finished by the end of June, completing implementation of this dog park.

Location for a Third Dog Park

The Dog Owner Advisory Committee is considering locations for a third dog park in St. Albert. Administration will present location options to Council by the end of June.

Review Infill Guidelines

Currently, an Infill Regulation adopted by Council is in place for single detached dwellings. The infill guidelines for medium density developments will be reviewed during the 2013-2015 business plan and budget deliberations.

Consider Options for Accessible Transportation to Edmonton

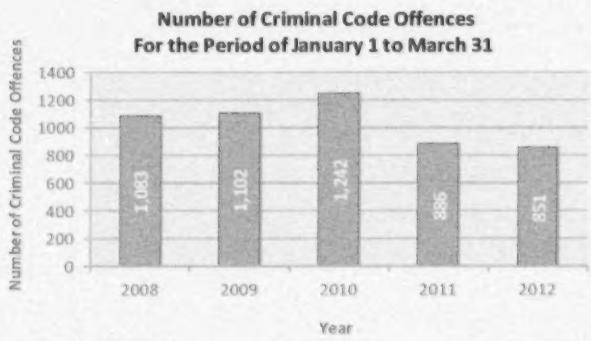
In fall 2011, St. Albert Transit undertook a review of the City's Handibus system. This assessment identified several areas for improvement. In January 2012, a number of alternatives were developed to address these areas for improvement, including: eligibility/registration; trip planning/dispatch; fares; and service delivery. Administration presented the alternatives to the public, stakeholders and Council for feedback. This feedback will be incorporated into the final report to be reviewed by Council in May.

Other Items of Importance

Public Safety

Criminal Code Offences

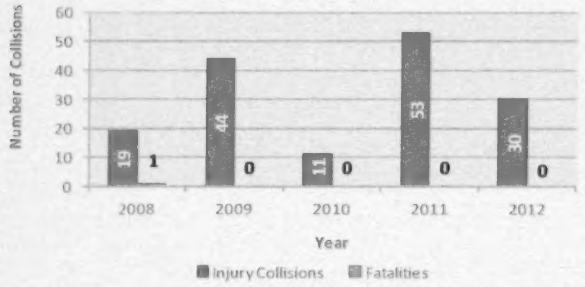
Criminal code offences decreased in quarter one 2012 compared to the same time period in 2011. Police believe this decrease is partially due to the City's social development initiatives.



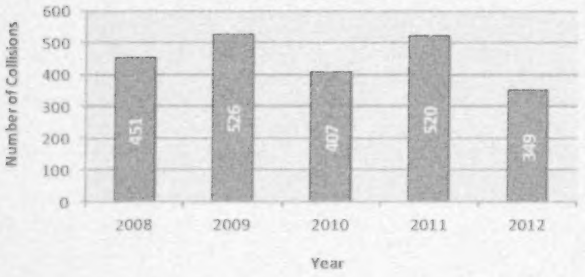
Injury and Non-injury Collisions

Compared to quarter one 2011, the number of injury and non-injury collisions both decreased in quarter one 2012. Police believe that the milder weather resulted in better driving conditions which contributed to a decrease in injury and non-injury collisions.

Number of Injury Collisions
For the Period of January 1 to March 31



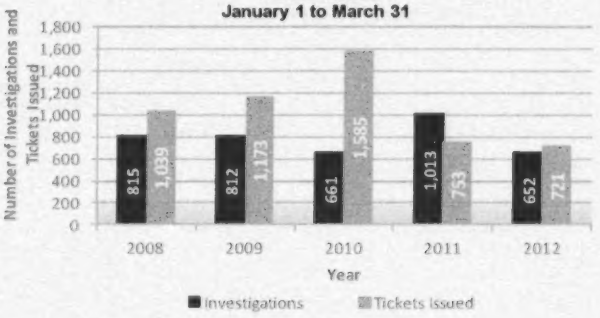
Number of Non-Injury Collisions
For the Period of January 1 to March 31



Municipal Enforcement

In quarter one 2012, the number of calls to Municipal Enforcement decreased. As calls often result in investigations, these also decreased significantly compared to the same time period in 2011. Municipal Enforcement believe this is due to reduction in calls received for parking complaints and snow/icy sidewalks due to a milder winter.

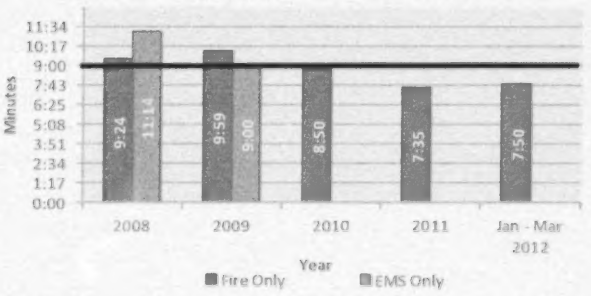
Municipal Enforcement Investigations and Tickets Issued
January 1 to March 31



Fire Services Response Time

The target of responding within nine minutes to 90 per cent of fire calls was met in quarter one 2012. EMS data is no longer available as the City of St. Albert is not responsible for EMS dispatch of February 2010.

Emergency Services Response Time Index



Target: Respond to 90% of fire calls within nine minutes.

Youth Initiatives

In quarter one the following youth-focused initiatives were delivered by the St. Albert Policing Services:

- Youth Academy — In March, 20 grade 11 students participated in the first St. Albert Youth Academy. The students participated in a one-week program that focused on discipline, physical training and police techniques.
- DARE Program — The program is nearing completion for the 2011/2012 school year. By the end of the school year, all Grade 6 students in St. Albert will have completed the program, giving them the skills they need to avoid involvement in drugs, gangs and violence.
- Drug Awareness Program — A program focusing on marijuana and its links to mental health issues will be presented to all Grade 8 classes by the end of the school year.

ENVIRONMENT

Preserve and promote the enjoyment and responsible development of natural areas.

Environmental Stewardship

Create a Vision for the Sturgeon River Valley

Administration continues to work on the State of the Sturgeon River Watershed Report with the support of the Environmental Advisory Committee. The report will be presented to Council in May.

Develop Stewardship Plan for Grey Nuns White Spruce Park

Administration completed the selection process for the Grey Nuns White Spruce Park Committee, appointing four City members and five community members for a five year term. The main focus of the committee is to develop a long-term management plan for the Park. The committee's next meeting is scheduled for April.

Obtain International Organization for Standardization (ISO) Certification

The City continues to work on developing the environmental management system for Public Works in order to obtain ISO certification. Currently, the focus is on completing the Standard Operating Procedures for key objectives within the Utilities, Operations and Assets teams.

An internal audit of the environmental management system to determine if the system will achieve all key points of an ISO 14001 standard was successfully completed in quarter one.

Develop Greenhouse Gas Emissions Action Plan

The City submitted an application for $15,000 for Green Municipal Funds to the Federation of Canadian Municipalities to match the funding approved by Council. The approval process will be completed by the end of June.

Clean-up, Stabilization, Monitoring and Reporting

Assess Mitigation Strategies for Old Public Works Yard

To develop and rank a list of mitigation options, a risk assessment of salt contamination impacting the Sturgeon River was completed. As the mitigation will likely involve work on property no longer owned by the City, an agreement with the existing landowner will be required prior to approaching the provincial government for their approval of the plan.

Clean up and Stabilize the Sturgeon River

The City continued with preliminary design work for the outfall repairs and additional survey information will be collected once the spring melt is complete. This work is tentatively scheduled for fall 2012.

Continue Remediation Work in Riel Park

The general construction contract was awarded to Wilco Contractors and work will commence in August 2012. The City is currently working with stakeholders to finalize the design and schedule.

Promote Environmentally Sustainable Practices

Water and Energy Efficiency

A draft was completed of the Water Conservation and Efficiency Report. The report outlines baseline water use for the City's system including industrial, commercial, and institutional sectors and residential use.

With input from the Environmental Advisory Committee, the City developed and prioritized a list of proposed water conservation and efficiency initiatives. A key initiative that was identified is the development of a City bylaw that would require all new residential developments to have water efficient fixtures. The City is determining the appropriate next steps for implementation of the list of initiatives.

Waste Plan for Civic Buildings

Administration completed an audit of all City building waste disposal practices and will be meeting with Evergreen Ecological Service to discuss the provision of recycling receptacles and services to all City buildings.

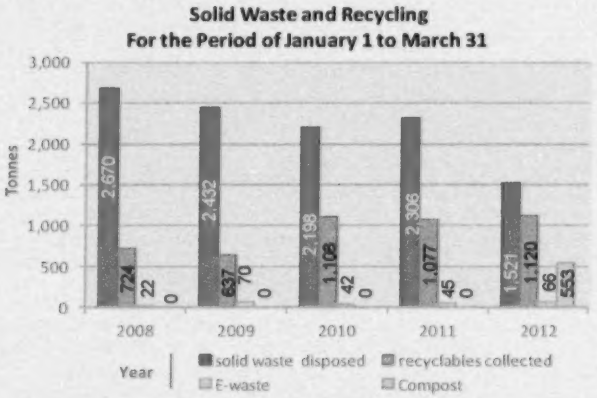
Review the Waste Management Program

Internal stakeholders met in the first quarter to discuss the new solid waste program and identified a number of opportunities for improvements to service levels and program efficiencies. These opportunities will be presented to Council as part of the one-year program update report in June.

Other Items of Importance

Solid Waste and Recyclables

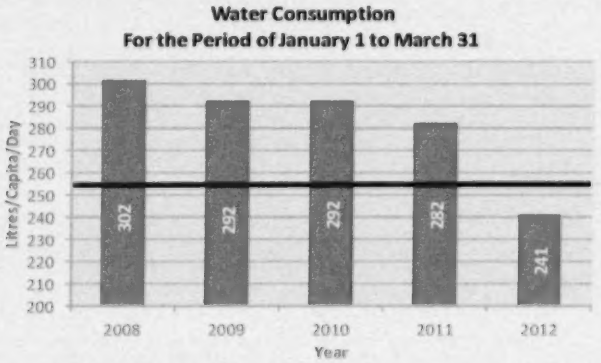
Compared to quarter one 2011, there is an increase of 43 tonnes of recyclables, 21 tonnes of e-waste and 553 tonnes of compost, while the amount of solid waste collected decreased by 785 tonnes — a 34 per cent decrease over last year.



Note: Solid Waste and Recycling is reported per tonnes on a quarterly basis. Industry per capita for solid waste and recycling is based on the entire year. To ensure accurate reporting and proper comparison, per-capita reporting will be done in the annual report.

Water Consumption

In quarter one 2012, water consumption in St. Albert decreased by 14.5 per cent compared to quarter one 2011. With this decrease, the City has already exceeded the target for 2012 and is on track to meet its target of reducing water consumption to 200 litres or less per person by 2020.



Target for 2012: 255 litres per person per day.

GOVERNANCE

Improve efficiency, plan strategically and build effective partnerships and relationships to ensure the right choices for St. Albert in both the immediate and longer term.

Planning and Reporting

Enhance Strategic Focus

A common vision for the community of St. Albert is needed to guide future decisions, investments and actions. At Council's strategic planning retreat in January, a number of elements of a vision were discussed. Additional discussions are scheduled to take place in quarter two.

Improve Analytics and Decision Making

Performance measurement and reporting is critical for good decision making by the City's elected officials and its managers and for accountability to St. Albert residents. The intent of the performance measurement and reporting project is to develop a set of measures that will provide timely and accurate information on the state of the city.

In quarter one, a project plan was approved, an assessment of the current state of performance measurement and reporting at the City was completed, and a vision for the future was approved. Best practices research is under way to identify relevant municipal performance measures. The development of a corporate scorecard will be completed by the end of 2012.

Governance Capacity and Policy Direction

Effectively Manage Responsibilities and Workloads

The Council Remuneration Review Committee considered the potential for a full-time Council and recommended that Councillors remain part-time at this time. Council may consider additional opportunities to balance workloads.

Review and Modernize Selected Bylaws

At Council's direction, the Business Licence Bylaw and Tobacco Retail Licensing Bylaw amendments were prepared and will be presented to Council in April. The updated bylaws will allow the City the discretion to impose conditions on businesses that wish to sell certain products including revoking business licenses if that is deemed in the public's best interest.

Partnerships and Relationships

Build Positive and Productive Working Arrangements

The Arts and Heritage Foundation (AHF) Stewardship Agreement

Council and Administration are working with the AHF to review and update the stewardship agreement. The current agreement has been extended until the end of 2012 to align with the City's fiscal year and to allow for more in-depth review.

St. Albert Minor Hockey Association (SAMHA) Lease Agreement

The City is working with SAMHA to renew their lease agreement for the use of Akinsdale Arena. Once renewed, the agreement will be in place for 10 years.

Fiscal Responsibility

Enhance the City's Fiscal Responsibility

In February, the municipal taxation philosophy was discussed at the Standing Committee on Finance and a series of Council workshops were held to gather input. An updated policy will be presented to Council in April.

Administration will be reviewing the City's Utility Fiscal Model later in 2012 and will be providing recommendations to Council in 2013.

Develop Outside Agency Budget Guiding Principles

Budget guiding principles for community groups receiving City funding were developed and will be presented to Council for their approval in April.

Practice Fiscal Restraint and Continuous Improvement

Corporate Projects

Space Optimization

To address the City's office space needs, a space planning report was prepared detailing the principles for the space planning, options for St. Albert Place and external leasing options. Next steps are being determined.

Asset Management

This project includes software upgrades and related process improvements for Public Works and Transit Services. Once completed, the upgrades will result in efficiency gains, greater functionality and improved access to data.

To date, the following work was completed:

- Development of a detailed project implementation plan.
- Meetings with key internal and external stakeholders.
- Discussions with the third party software provider regarding licensing service and support agreement.

Departmental Initiatives

Electronic Distribution of Council Agendas

Electronic distribution of selected Council agenda materials was increased resulting in:

- a 25 per cent reduction in paper consumed
- a 50 per cent reduction in delivery-related expenses
- efficiency gains throughout the process
- improved access and convenience for recipients

Joint Program Guide

To satisfy needs of the community and improve service delivery, Servus Place and Recreation Services are developing a joint program guide for distribution in July 2012. The guide will contain all Servus Place and Recreation Services fitness and recreation programs as well as standardized registration dates.

On-line Volunteer Management System — International Children's Festival

An on-line volunteer management system was implemented, replacing a 15-year old manual system. The new system allows volunteers to create a profile, review volunteer positions and position descriptions, view available shifts and sign up volunteers. The system is available 24/7.

The following benefits have been identified as a result of this new system:

- an ability to generate information and conduct analysis to better plan events
- reduction in staff time spent on data entry
- reduction in time spent on the phone with potential and current volunteers to schedule their participation
- reduction in overlapping assignments
- more efficient mass communication with volunteers

Hydrant and Water Distribution Flushing Initiative

Geographical Information System (GIS) data retrieval of hydrants was incorporated into the annual flushing pre-program, resulting in approximately $1,000 cost avoidance.

In addition, the water distribution flushing process was modified to reduce the flushing duration per water line segment and the hydrants and valves were adjusted to optimize water flow. It is anticipated that this will reduce interruptions to traffic during flushing and reduce the amount of water used. More accurate savings will be available at the end of the year.

Asset Management/Fleet Services All Data Database

An online database was acquired as an alternative to hard copy service manuals that the City previously purchased. This database, accessible by City staff and technicians for new vehicle and equipment service needs, consisted of one time investment of $1,500. The elimination of an annual fee and manual purchases means that the City will save approximately $2,000 per year.

Other Items of Importance

Community Satisfaction Survey

The City conducts a biennial survey of residents to gather residents' opinions and their satisfaction with various aspects of living in the community, including services provided by the City. In quarter one, the questionnaire was finalized. The survey is scheduled to take place from April 30 to May 9.

Improved Public Access through Web Streaming

During the 2011 plan and budget proceedings, Council approved funds to equip the East Boardroom for web streaming of the Standing Committee on Finance meetings, improving public access. The wiring of the boardroom has been completed and installation of cameras and microphones is underway and expected to be completed in late April, with web steaming starting in May.

Strengthening Public Engagement

As part of Council's commitment to strengthening public engagement encouraging dialogue, Council is scheduled to hold three Town Hall meetings in 2012 in addition to the annual plan and budget Town Hall Meeting. One Town Hall Meeting was held on February 25 with approximately 20 residents attending. Additional Town Hall meetings are scheduled for May 30 and October 4.

Improved Communication with Residents

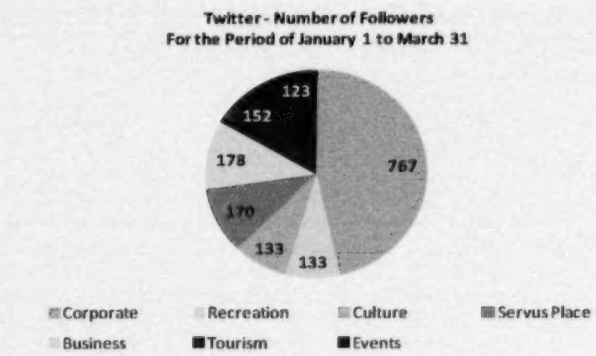
To strengthen communication with residents, the following initiatives took place in quarter one:

- Citylights was redesigned in January to improve its use as a communications tool by better organizing information. Citylights is placed in the St. Albert Gazette and the St. Albert Leader.
- The Chamber of Commerce's Digital Signs ran 20 different City ads.
- Thirty eight news releases were issued.

This was the first full quarter that social media was used to provide information on news, programs and services and the City's operations. The following data is new; therefore, historical information is not available.

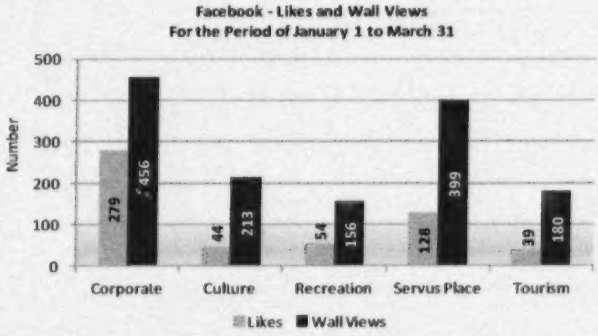
Twitter

In quarter one, 875 tweets were sent out on the City's corporate Twitter account.



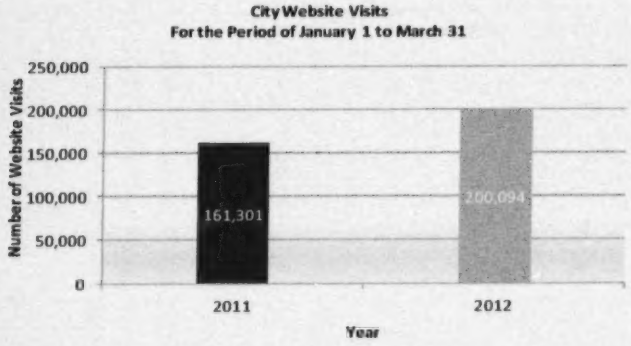
Facebook

Facebook activity in quarter one shows the strongest numbers for Corporate and Servus Place Wall views and likes. Messages posted on Twitter are also posted on Facebook.



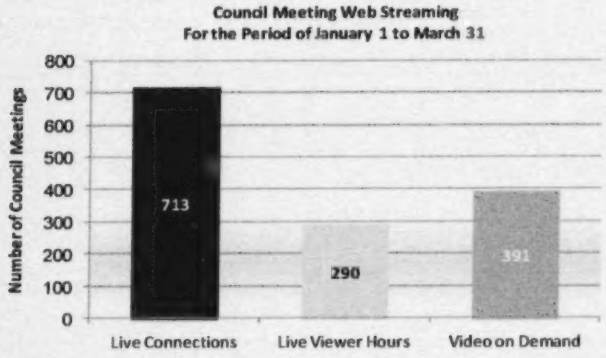
City Website

The City website is used to provide up-to-date information about City programs and services and information on City operations, such as transit and snow clearing. In quarter one, website visits increased by 19.4 per cent compared to the same time period in 2011. The top five areas of interest were: Transit Schedules and Maps, Swimming Schedules, Fountain Park Recreation Centre and Online Services.



Web Streaming

In late 2011, the City began web streaming of Council meetings to provide residents with additional and improved opportunities to receive up-to-date information on Council activities. The following chart provides the numbers for web streaming activity in quarter one 2012.

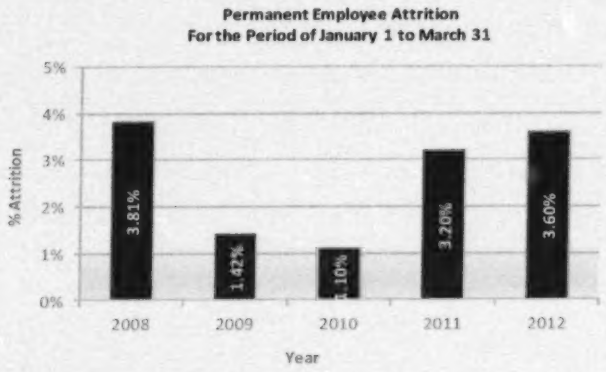


OTHER ITEMS

Attract and Retain High Quality Employees

Employee Attrition

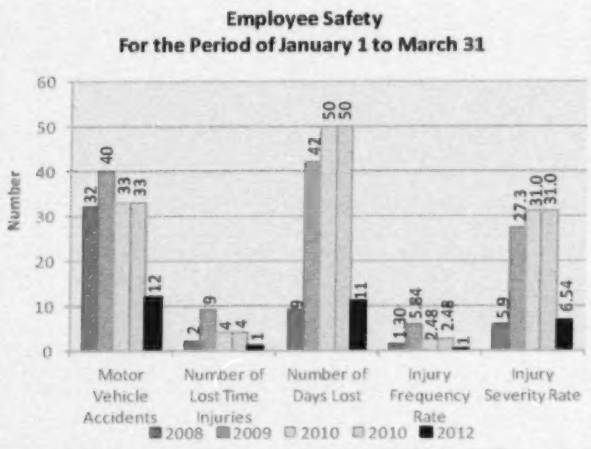
The employee attrition rate increased slightly in quarter one 2012 compared to quarter one 2011.



Target for 2012: 5 per cent attrition rate.

Safety Statistics

The following graph illustrates that all safety statistics decreased in quarter one 2012 when compared to the previous four years. This decrease is due to a reduction in slip/trip injuries, motor vehicle accidents and implementation of a back-up awareness campaign that resulted in a 60 per cent decrease in back-up incidents.



Definitions:

Injury Frequency Rate: = No. of Injuries x 200,000/Total Hours Worked

Injury Severity Rate = No. of Days Lost x 200,000/Total Hours Worked

Deliver Programs and Services that Meet or Exceed our Standards

Cultural Programs

Participation numbers in Visual Arts increased in quarter one 2012 compared to quarter one 2011.

Cultural Programs For the Period of January 1 to March 31	2008	2009	2010	2011	2012
Visual Arts Programs*	n/a	181	190	222	295
Performing Arts**	241	223	134	165	0
St. Albert Children's Theatre**	54	87	81	53	114
Arden Theatre Attendance	12,002	14,942	15,369	17,800	11,141

*Visual Arts Program participants were tracked using a different method in 2008.

**Performing Arts no longer offers Social Dance, Ballroom or Hip Hop classes due to low enrolment. Musical Theatre classes are now offered through the Children's Theatre which is reflected in increased numbers for quarter one 2012.

Aquatics Programs

Participation in all aquatics programs increased by 22 per cent in quarter one 2012 compared to quarter one 2011.

Aquatics Programs Attendance For the Period of January 1 to March 31	2008	2009	2010	2011	2012
FPRC* Swim Lessons	24,451	26,728	28,422	27,533	31,472
FPRC Recreational Swim	40,420	46,753	43,408	33,625	41,874
Swim Meets	350	413	220	389	520
Competitive Swim	2,437	2,541	3,162	1,529	3,137
Grosvenor Public Swim	0	0	0	0	0

*Fountain Park Recreation Centre

Servus Place

The following table shows Servus Place participation for quarter one 2012 compared to the previous four years. Servus Place continues to have strong participation levels in both registered and drop-in programs as well as the use of the fitness centre and water play centre.

Servus Place Participation*	2008	2009	2010	2011	2012
Average Memberships per Month	7,903	7,563	7,695	7,746	7,737
Paid Pass Units	28,463	37,327	41,416	44,459	48,037
Fitness and Wellness Centre Users	85,821	105,569	106,682	105,039	115,536
Child Minding Attendees	2,662	3,173	2,845	3,254	3,916
Landrex Water Play Centre Users	61,443	67,351	80,836	90,121	103,239
Hours of Rented Space	8,067	10,827	9,411	12,259	11,111
Fitness Registered Program Participants	7,067	8,812	10,377	11,348	13,335
Fitness Drop-in Program Participants	7,885	9,020	10,923	10,347	11,252
Servus Recreation Registered Program Participants	2,167	1,566	1,368	1,717	2,407
Servus Recreation Drop-in Program Participants	4,971	4,993	7,277	7,185	7,606
Community Recreation Registered Program Participants	n/a	n/a	4,157	3,435	4,523
Community Recreation Drop-in	n/a	n/a	820	617	606

*Servus Place was using a different system to collect data for Community Recreation Programs in 2008.

Special Olympic Canada Winter Games

The winter games were successfully delivered with much positive feedback received from participants, volunteers and attendees. The opening and closing ceremonies, speed skating, floor hockey, figure skating and the friends and family reception were held at Servus Place. The Arden Theatre hosted the family recognition event with dinner and entertainment.

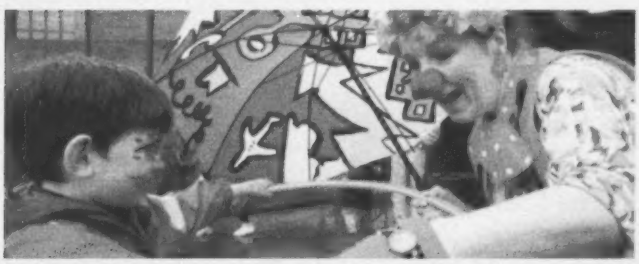
Approximately 650 athletes participated in the games while close to 700 friends and family from across Canada cheered them on. The largest attendance was at the opening ceremonies with 2,200 people in attendance. To support the event, 700 volunteers provided assistance to various aspects of the games.

Northern Alberta International Children's Festival

The 31st Northern Alberta International Children's Festival will take place from May 29 to June 2 with 20 main stage performances and 20 site activities offered several times during a day over the five day period. The performing arts companies from six different countries will attend the festival hosted by St. Albert for the 18th time. To date, 53 per cent of the main stage tickets are sold.

In preparation for the festival, the following activities took place in quarter one:

- Brochures were distributed to schools, community groups and general public.
- A media conference was held with coverage from CKUA, CBC, CTV, City TV, Global, Shaw TV, the Edmonton Journal, the St. Albert Gazette and the St. Albert Leader.
- An on-line volunteer registration and management system was launched.
- The North/Central and Greater Edmonton Teachers' Conventions were attended to promote the event.



Visual Arts

The following initiatives took place in quarter one to add to the visual arts collection in the community:

- *Cultivate Life* by Mural Mosaic — The mural honours the contributions of all artists who donated their time, talent and enthusiasm to the original mural entitled *What Inspires a Child*. The unveiling is scheduled for May 23.
- The 150th Celebration Volunteer Appreciation — The sculpture will mark the St. Albert Anniversary Celebration with a tribute to the volunteer community in St. Albert. The sculpture by Millie Seitz is scheduled to be unveiled in mid-July in the Celebration Garden.

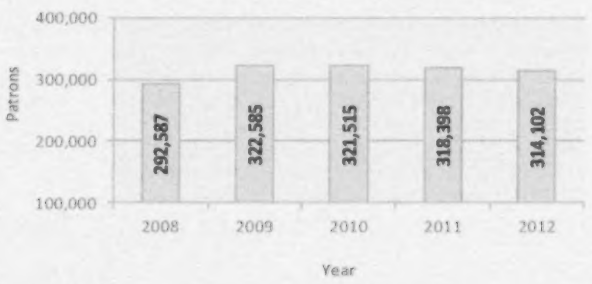
St. Albert Mural displayed at Unveiling Public Art — Edmonton Craft Council

The model for the clay tile mural at Servus Place entitled *Through the Tides* by Claire Uhlick, was selected by the Edmonton Craft Council to be exhibited at an exhibition of renderings, models, mock ups and other forms of municipal public art development entitled *Thinking Big*. This exhibition showcased St. Albert's Art in Public Places Program and positioned St. Albert as one of the leading cultural communities in the province.

Transit Commuter Ridership

Transit commuter ridership decreased by 1.3 per cent in quarter one 2012 compared to quarter one 2011. The decrease in ridership may be a result of a 10 per cent fare increase instituted in February 2012 and the paid parking requirement that reduced the number of legal park and ride stalls by 35 per cent.

Transit Commuter Ridership
For the Period of January 1 to March 31



Target for 2012: 1,305,000 riders per year.

Ensure Our Customers are Very Satisfied

Starbucks Operations

Starbucks continues to be an important part of Servus Place operations with more than 30,000 transactions in quarter one. Preliminary results from the recent Servus Place Customer Satisfaction Survey indicate that 53 per cent of those surveyed had made a purchase at Starbucks since its opening. Starbucks also had two visits from the District Manager and received positive feedback on store operations.

Servus Place Phone Management System

A new telephone management system was installed at Servus Place to allow for better management of incoming calls and to offer Servus Place an opportunity to provide continually updated and specific messaging to customers on hold.

Arden Theatre Seat Replacement

The final touches on the Arden seat replacement program were completed. The seat nameplates that will recognize Arden Theatre donors were installed on the armrests.

Heritage Management Plan

The City is initiating the Heritage Management Plan — a comprehensive long-term strategy to protect and preserve St. Albert historic properties and neighbourhoods for future generations. The plan will also facilitate the development of a draft Heritage Preservation Bylaw for the City. In quarter one, a consulting company was selected to work with the City to develop the plan. A draft plan is anticipated in September, to be followed by public consultation.

For More Information:

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